

## Branding In Politics

Winner of the 2009 Robert Park Book Award for best Community and Urban Sociology book! Branding New York traces the rise of New York City as a brand and the resultant transformation of urban politics and public life. Greenberg addresses the role of "image" in urban history, showing who produces brands and how, and demonstrates the enormous consequences of branding. She shows that the branding of New York was not simply a marketing tool; rather it was a political strategy meant to legitimize market-based solutions over social objectives.

The widespread international interest in the Nordic region and the mobility of Nordic brand imaginaries call for more research into the global relevance of Nordic place-branding practices. This book offers a timely attempt to unpack the specificity of the Nordic in regard to place branding by gathering different transdisciplinary accounts written by researchers in marketing, tourism, geography, communication, sociology and political science.

From 'I Like Ike' to Trump's MAGA hats, branding and politics have gone hand in hand, selling ideas, ideals and candidates. Political Brands explores the legal framework for the use of commercial branding and advertising techniques in presidential political campaigns, as well as the impact of politics on commercial brands. This thought provoking book examines how branding is used by citizens to change public policy, from Civil Rights activists in the 1960s to survivors of the 2018 Parkland massacre.

Modern political campaigns sell candidates like products. Elections have become governed by many of the same marketing tactics occurring inside the walls of a grocery store. Today's candidates each have a brand - a subconscious amalgamation of voters' experiences and perceptions. Political brands are expansive and all-encompassing, leaving campaigns with a daunting challenge: build a winning brand. This book dives deeper into the spectacle of political branding, exploring its origins, precise elements, and defining the necessary components of a powerful brand. This theoretical foundation is translated to real-world scenarios. The 2016 presidential election between Hillary Clinton and Donald Trump provides an idyllic illustration of this budding phenomenon in action. Most importantly, this book explains branding's adverse effects on the electorate. Branding works because we have become lazy voters. Most Americans are not willing to put in the time and energy to become a fully-informed voter. Instead, they rely on heuristics, or mental shortcuts, to make more efficient political decisions. Depending on mental shortcuts opens the door for campaigns to utilize manipulative marketing tactics. These strategies are designed to push Americans to follow their emotions and to make "gut-reaction" voting decisions. Hence, our elections are often decided by ill-informed voters swayed by the allure of branding. American democracy is under attack from political branding and voters are the only ones capable of

defending it.

Globalization affects urban communities in many ways. One of its manifestations is increased intercity competition, which compels cities to increase their attractiveness in terms of capital, entrepreneurship, information, expertise and consumption. This competition takes place in an asymmetric field, with cities trying to find the best possible ways of using their natural and created assets, the latter including a naturally evolving reputation or consciously developed competitive identity or brand. The Political Economy of City Branding discusses this phenomenon from the perspective of numerous post-industrial cities in North America, Europe, East Asia and Australasia. Special attention is given to local economic development policy and industrial profiling, and global city rankings are used to provide empirical evidence for cities' characteristics and positions in the global urban hierarchy. On top of this, social and urban challenges such as creative class struggle are also discussed. The core message of the book is that cities should apply the tools of city branding in their industrial promotion and specialization, but at the same time take into account the special nature of their urban communities and be open and inclusive in their brand policies in order to ensure optimal results. This book will be of interest to scholars and practitioners working in the areas of local economic development, urban planning, public management, and branding.

Brands are everywhere. Branding is central to political campaigns and political protest movements; the alchemy of social media and self-branding creates overnight celebrities; the self-proclaimed “greening” of institutions and merchant goods is nearly universal. But while the practice of branding is typically understood as a tool of marketing, a method of attaching social meaning to a commodity as a way to make it more personally resonant with consumers, Sarah Banet-Weiser argues that in the contemporary era, brands are about culture as much as they are about economics. That, in fact, we live in a brand culture. Authentic™ maintains that branding has extended beyond a business model to become both reliant on, and reflective of, our most basic social and cultural relations. Further, these types of brand relationships have become cultural contexts for everyday living, individual identity, and personal relationships—what Banet-Weiser refers to as “brand cultures.” Distinct brand cultures, that at times overlap and compete with each other, are taken up in each chapter: the normalization of a feminized “self-brand” in social media, the brand culture of street art in urban spaces, religious brand cultures such as “New Age Spirituality” and “Prosperity Christianity,” and the culture of green branding and “shopping for change.” In a culture where graffiti artists loan their visions to both subway walls and department stores, buying a cup of “fair-trade” coffee is a political statement, and religion is mass-marketed on t-shirts, Banet-Weiser questions the distinction between what we understand as the “authentic” and branding practices. But brand cultures are also contradictory and potentially rife with unexpected possibilities, leading Authentic™ to articulate a politics

of ambivalence, creating a lens through which we can see potential political possibilities within the new consumerism. In an era in which politics is becoming ever more divisive, companies are working to reposition their marketing to address changing attitudes. The pervasive sense of dissatisfaction with the institutions of government is an opportunity for products to position themselves to permit consumers a vote. Woke-washing is the intentional linking of a product with an explicit political message. Name brands electing to embrace the politicization of their product must contend with their consumers mobilizing boycotts (to be avoided) or buycotts (to be encouraged) when crafting a message. The case study highlights one successful effort on the part of Nike to link its brand to social activism and another attempt by Gillette to highlight toxic masculinity that produced ambiguous results. These approaches raise questions for students on the efficacy of these marketing strategies as either good or bad business, irrespective of what one might think of the content of the Black Lives Matter or Me Too movement content.

In 2008, Barack Obama's presidential campaign used an innovative combination of social media, big data, and micro-targeting to win the White House. In 2012, the campaign did it again, further honing those marketing tools and demonstrating that political marketing is on the cutting edge when it comes to effective branding, advertising, and relationship-building. The challenges facing a presidential campaign may be unique to the political arena, but the creative solutions are not. The Marketing Revolution in Politics shows how recent US presidential campaigns have adopted the latest marketing techniques and how organizations in the for-profit and non-profit sectors can benefit from their example. Distilling the marketing practices of successful political campaigns down into seven key lessons, Bruce I. Newman shows how organizations of any size can apply the same innovative, creative, and cost-effective marketing tactics as today's presidential hopefuls. A compelling study of marketing in the make-or-break world of American politics, this book should be a must-read for managers, students of marketing and political marketing, and anyone interested in learning more about how presidential campaigns operate. Winner of the 2016 International Book Award in the "Business: Marketing & Advertising" category.

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Since the 1990s, city branding has become a key factor in urban development policies. Cities all over the world take specific actions to manipulate the imagery and the perceptions of places, both in the eyes of the inhabitants and in those of potential tourists, investors, users and consumers. City Branding: The Ghostly Politics of Representation in Globalising Cities explores different sides of place branding policies. The construction and the manipulation of urban images triggers a complex politics of representation, modifying the visibility and the invisibility of spaces, subjects, problems and discourses. In this sense, urban branding is not an innocent tool; this book aims to investigate and reflect on the ideas of urban life, the political unconscious, the

affective geographies and the imaginaries of power constructed and reproduced through urban branding. This book situates city branding within different geographical contexts and 'ordinary' cities, demonstrated through a number of international case studies. In order to map and contextualise the variety of urban imaginaries involved, author Alberto Vanolo incorporates conceptual tools from cultural studies and the embrace of an explicitly post-colonial perspective. This critical analysis of current place branding strategy is an essential reference for the study of city marketing.

*Nation Branding, Public Relations and Soft Power: Corporatizing Poland* provides an empirically grounded analysis of changes in the way in which various actors seek to manage Poland's national image in world opinion. It explores how and why changes in political economy have shaped these actors and their use of soft power in a way that is influenced by public relations, corporate communication, and marketing practices. By examining the discourse and practices of professional nation branders who have reshaped the relationship between collective identities and national image management, it plots changes in the way in which Poland's national image is communicated, and culturally reshaped, creating tensions between national identity and democracy. The book demonstrates that nation branding is a consequence of the corporatization of political governance, soft power and national identity, while revealing how the Poland "brand" is shaping public and foreign affairs. Challenging and original, this book will be of interest to scholars in public relations, corporate communications, political marketing and international relations.

This edited volume maps the development of the use of political campaigning and marketing techniques in countries of the former Communist Bloc over the last thirty years. Focusing on the shift from propaganda to political marketing, and from manipulation to persuasion, the book consists of a series of case studies of countries in Central Europe, Eastern Europe, the Baltics, and the Balkans that outline the history, development and current state of political marketing in each country. The authors explore political parties and their behaviour ahead of elections, and show the changes in political culture and practices that parties have undergone in order to create more or less successful campaigns.

Politicians and public managers utilize branding to communicate with the public as well as to position themselves within the ever-present media now so central to political and administrative life. They must further contend with stakeholders holding contradictory opinions about the nature of a problem, the desirable solutions, and the values at stake. Branding is used as a strategy to manage perceptions, motivate stakeholders, communicate clear messages in the media, and position policies and projects. Brands have a unique ability to simplify such messages and motivate different actors to invest their energy in governance processes. Public administration scholars so far have however paid little attention to branding. This book provides a systematic analysis of branding as phenomenon in governance. It deals with the nature of public branding, its relation to existing theories in public administration, the way branding is used as a managerial strategy in governance processes, and the risks and limitations of branding. *Branding in Public Governance and Management* highlights the growing importance of public branding as a public management strategy to influence political events, decision-making processes and outcomes in governance processes.

Nation branding--a set of ideas rooted in Western marketing--gained popularity in the post-communist world by promising a quick

fix for the identity malaise of "transitional" societies. Since 1989, almost every country in Central and Eastern Europe has engaged in nation branding initiatives of varying scope and sophistication. For the first time, this volume collects in one place studies that examine the practices and discourses of the nation branding undertaken in these countries. In addition to documenting various rebranding initiatives, these studies raise important questions about their political and cultural implications.

Political Branding Strategies tells the story of branding by the Australian Labor Party across seven years and three brands – Kevin07, The Real Julia and that of the party. Employing a new framework to understand and evaluate branding, the book offers lessons for practitioners, researchers and citizens in democracies everywhere.

Fox Populism offers fresh insights into why the Fox News Channel has been both commercially successful and politically effective. Where existing explanations of Fox's appeal have stressed the network's conservative editorial slant, Reece Peck sheds light on the importance of style as a generative mode of ideology. The book traces the historical development of Fox's counter-elite news brand and reveals how its iconoclastic news style was crafted by fusing two class-based traditions of American public culture: one native to the politics in populism and one native to the news field in tabloid journalism. Using the network's coverage of the late-2000s economic crisis as the book's principal case study, Peck then shows how style is deployed as a political tool to frame news events. A close analysis of top-rated programs reveals how Fox hails its audience as 'the real Americans' and successfully represents narrow, conservative political demands as popular and universal. This book argues that Conservatism has made good use of branding in its move from the fringes to the center of American political life. Conservatives have built a unique brand around their candidates, their movement, and their issues that has facilitated their ability to win elections and implement public policies. Branding has been one of the major tools through which Conservatives have built an enduring movement over the last several decades and a tool through which their movement has become very resilient. This book is ideal for use in classes on American politics, campaigns and elections, media and politics, political marketing, and consumer marketing.

- "Promise meters" with which to evaluate candidate campaign promises and marketing strategies
- Charts and tables that summarize information about political marketing, including presidential campaign slogans, political fundraising regulations, and results
- Sidebars highlighting campaign quotes and calling out key points
- Enlightening, chapter-by-chapter summaries of lessons learned to empower voters to resist political campaign marketing manipulation

What happens to the nation when it is reconceived as a brand? How does nation branding change the terms of politics and culture in a globalized world? Branding the Nation offers a unique critical perspective on the power of brands to affect how we think about space, value and identity.

Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Neu-Ulm, language: English, abstract: Experts agree that Obamas election victory is largely due to a unique and innovative election campaign which managed to convince voters. The huge efforts to raise funds to cover the costs and the extensive and comprehensive use of social media are considered the main innovations Obama introduced into his campaign. (Qualman, 2009, p. 64; Waters & Lester, 2010, p. 241; Harfoush, 2009, pp. VIII) They agree on the fact, that "Obama" can be considered a powerful brand: "Brand Obama is a real marketing phe-nomenon. Hes not only making politics cool, hes outpacing Google and iPhone, the icon brands of this century," states David Jones, CEO of one of the worlds biggest advertising agencies. (Euro RSCG Brand Momentum Study,

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2008) The target of this paper is to analyze from a marketing point of view the mechanisms which helped Barack Obama turn the game around - against initial odds. For this purpose, we will first of all deal with the theoretical bases of brand management. We will examine in detail the characteristic features of a brand in order to answer the question as to what extent the comparison of President Obama to a brand is justified. The subsequent analysis of the functions of a brand has the purpose to explain in what way brands are capable of increasing a product's (or person's) perceived value to the customer (or voter).

Examines how cities suffering from poor government made a transition to brand politics to break a cycle of inertia.

Substantially revised throughout, *Political Marketing* second edition continues to offer students the most comprehensive introduction to this rapidly growing field. It provides an accessible but in-depth guide to what political marketing is and how it is used in practice, and encourages reflection on how it should be used in the future. Features and benefits of the second edition: New chapters on political branding and delivery marketing; Expanded discussion of political public relations, crisis management, marketing in the lower levels of government and volunteer-friendly organizations; Examination of the new research on emerging practices in the field, such as interactive and responsive leadership communication, mobile marketing, co-creation market research, experimental and analytic marketing, celebrity marketing and integrated marketing communications; and Extensive pedagogical features, including 21 detailed case studies from around the world, practitioner profiles, best practice guides, class discussion points, an online resource site and both applied and traditional assessment questions. Written by a leading expert in the field, this textbook is essential reading for all students of political marketing, parties and elections and comparative politics. This book is supported by an online resource site, [www.political-marketing.org/](http://www.political-marketing.org/), which is annually updated with new academic literature, audiovisual links and websites that provide further reading and links to clips for use in teaching political marketing. From 1949-1957, Prime Minister Louis St. Laurent was the face of the Liberal Party. Party branding was wholly devoted to his friendly, 'Uncle Louis' brand image. St. Laurent's image was manipulated and manufactured without public preconception, establishing the modern tactics of personal branding still used by his successors. This thesis studies the elections of 1949, 1953, and 1957, analysing photos, advertisements, speeches, archival documents, memoirs, newspapers, and other sources to show the development of Liberal branding strategy. It employs political scientist Margaret Scammell's conceptualization of brand theory, showing how marketers used emotional brand differentiators and rational substantive performance indicators to sell 'Uncle Louis' to Canadians. The Liberals used St. Laurent and branding tactics to win two massive majorities in 1949 and 1953, and the Diefenbaker Tories used those same tactics to defeat them in 1957. 'Uncle Louis' proved the effectiveness of personal branding and leader-centered campaigns in Canadian politics. **KEYWORDS:** Brand Theory; Canadian Politics; Political Strategy; Political Marketing; Political Branding; Liberal Party of Canada; Louis St. Laurent; John Diefenbaker; George Drew; 1949 election; 1953 election; 1957 election.

This book investigates the political implications of country promotion through practices of 'nation-branding' by drawing on contemporary examples from the sports, urban development and higher education sector in Kazakhstan and Qatar. Nation-

branding has emerged as a central practice of international politics, where it is commonly understood as a vain, superficial selling technique with little political salience. Drawing on shared insights from practice theory and constructivist notions of nationalism, identity and power, this book challenges this reading and instead argues that nation-branding is neither neutral nor primarily economically motivated, but inherently politicised and tied to the legitimation of current political regimes. The starting point for the analysis is a range of everyday practices and sites long ignored by international relations scholars. In particular, the book traces how the political leadership in Kazakhstan and Qatar have used participation in the international sports circuit, spectacular urban development, and the construction of 'world-class' universities to first produce and then stabilize new ideas about their state. Providing a new analytical perspective on nation-branding, this book will be of interest to students and scholars of Middle Eastern and Central Asian studies, International Relations, and Cultural and Political Geography.

After his Liberal Party's surprise victory in the 2015 federal Canadian election, Justin Trudeau declared that "Canada was back" on the world stage. This comprehensive volume highlights issues in the relationship between articulated visions of Canada as a global actor, nation branding and domestic politics, noting the dangers of the politicization of the branding of Canada. It also provides the political context for thinking about 'Brand Canada' in the Trudeau era. The authors explore the Trudeau government's embrace of political branding and how it plays out in key areas central to the brand, including: Canada's relations with Indigenous peoples; social media and digital diplomacy; and the importance of the Arctic region for Canada's brand, even though it is often ignored by politicians and policymakers. The book asks whether the Trudeau government has lived up to its claim that Canada is back, and highlights the challenges that emerge when governments provide optimistic visions for meaningful transformation, but then do not end up leading meaningful change. This book will be of great interest to students and scholars of political science, particularly those with a focus on Canada. It was originally published as a special issue of *Canadian Foreign Policy Journal*.

What does the name Trump stand for? If branding now rules over the production of value, as the coauthors of *Sovereignty, Inc.* argue, then Trump assumes the status of a master brand whose primary activity is the compulsive work of self-branding—such is the new sovereignty business in which, whether one belongs to his base or not, we are all "incorporated." Drawing on anthropology, political theory, philosophy, psychoanalysis, and theater, William Mazzarella, Eric L. Santner, and Aaron Schuster show how politics in the age of Trump functions by mobilizing a contradictory and convoluted enjoyment, an explosive mixture of drives and fantasies that eludes existing portraits of our era. The current political moment turns out to be not so much exceptional as exceptionally revealing of the constitutive tension between enjoyment and economy that has always been a key component of the social order. Santner analyzes the collective dream-work that sustains a new sort of authoritarian charisma or mana, a manufacturing process that keeps us riveted to an excessively carnal incorporation of sovereignty. Mazzarella examines the contemporary merger of consumer brand and political brand and the cross-contamination of politics and economics, warning against all too easy laments about the corruption of politics by marketing. Schuster, focusing on the extreme theatricality and self-

satirical comedy of the present, shows how authority reasserts itself at the very moment of distrust and disillusionment in the system, profiting off its supposed decline. A dazzling diagnostic of our present, *Sovereignty, Inc.*, forces us to come to terms with our complicity in Trump's political presence and will immediately take its place in discussions of contemporary politics.

Political uncertainty and instability characterise many regions around the world and, increasingly, can be observed in more established democracies. The COVID-19 pandemic, national and international tensions, and the proliferation of autocratic, chauvinist, and, at the most extreme, fascist forces around the world all contribute to turbulent political times. Such environments constitute tremendous challenges, but also opportunities for scholars to contribute to an understanding of processes in the political market, using the lens of political branding theories. Authors from various disciplinary backgrounds, including social psychology, marketing, and media and communications, provide commentaries and analyses of branding processes in different national contexts, all characterised by tensions and challenges. The topical and provocative content of the chapters, all focusing on recent political events and phenomena in the political arena, should appeal to researchers, branding practitioners, politicians, and members of the public seeking to deepen their understanding of current events and political branding concepts.

Upon becoming a television news commentator, Noelle Nikpour had a realization: She, like everyone, has a brand. A native of Arkansas, Noelle was already a successful Republican consultant and strategist who had raised funds for various political candidates. When she started appearing on Fox News, CNN, MSNBC, HLN, and other television and national radio broadcasts, she realized she had a role to play. Branding isn't just about corporations building relationships with consumers through advertising. It's also become an important part of political campaigns – more important than candidates' ideas and certainly more important than their qualifications. Barack Obama's 2008 presidential candidacy proved that. Meanwhile, branding has become an essential part of modern life for every American. These days, everyone has a brand. In some ways that's good, and in some ways it's bad, but it's definitely today's reality. Her new book, *“Branding America,”* traces how branding has moved from the corporate world into politics and then into Americans' personal lives. It describes today's most important political brands: the Democrats, who have a terrible brand; the Republicans, whose brand is in need of repair; and today's rising brand – conservative women. And it explains how Americans can take advantage of this new reality to succeed in the workplace and in life.

*Branding Democracy: U.S. Regime Change in Post-Soviet Eastern Europe* is a study of the uses of systemic propaganda in U.S. foreign policy. Moving beyond traditional understandings of propaganda, *Branding Democracy* analyzes the expanding and ubiquitous uses of domestic public persuasion under a neoliberal regime and an informational mode of development and its migration to the arena of foreign policy. A highly mobile and flexible corporate-dominated new informational economy is the foundation of intensified Western marketing and promotional culture across spatial and temporal divides, enabling transnational interests to integrate territories previously beyond their reach. U.S. «democracy promotion» and interventions in the Eastern European «color revolutions» in the early twenty-first century serve as studies of neoliberal state interests in action. *Branding Democracy* will be of interest to students of U.S. and European politics, political economy, foreign policy, political communication, American studies, and culture studies.

*Political Marketing in the United States* explores how politicians and parties utilize marketing concepts and tools, providing an up-to-date and



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broad overview of how marketing permeates U.S. politics. The volume focuses on current and recent elections and leaders, and covers a range of topics, including market research, marketing parties and volunteers, strategy and branding, communications, delivery, and marketing in government. The main themes and objectives of the book are to cover: New and emerging trends in political marketing practice Analysis of a broad range of political marketing aspects Empirical examples as well as useful theoretical frameworks Discussion of state/local level as well as presidential politics This is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing. It is a must-read for students and scholars of political parties, political communication, applied politics, and elections.

Branding in Politics GRIN Verlag

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

This book demonstrates the progress that has been made on political branding research across international contexts. It focuses on the critical application of new concepts and frameworks, generating a deeper understanding of unexplored settings and positioning research from multiple perspectives. It is important to consider different typologies of international political brands particularly as we have witnessed huge changes across political landscapes from Brexit, the rise of President Trump, the surge in populism and the development of sustainable-climate change movements. Given that there are many potential typologies and non-traditional political brands, this volume investigates different typologies and alternative political brands with the support of new and under-developed theoretical lens from multiple perspectives and contexts. These include Canada, Iceland, India, Indonesia and the United States of America. This book provides areas of reflection and explicit calls for further research, which in turn will advance insight into political brands and enhance our understanding of political marketing in action. This is a must-read guide for setting out the implications of theory and practice for multiple stakeholders including political marketers, political scientists, politicians, political party organizers, brand managers and scholars across a wide range of social science disciplines. The chapters in this book were originally published as a special issue of the Journal of Political Marketing.

With an ongoing war overseas and the controversies of the Bush years, we might expect the young people of the 2000s to take to the streets as they did in the 1960s to vent their frustrations at the failures of the political system. The angry youth, though, just don't seem to be there any more. And while they can be mobilized as they were in the elections of 2006 and 2008 - their political world is very different from those of young people in past decades. In this book, the authors use a combination of methods to understand how young people in the early twenty-first century see the political world, and why they are choosing not to be engaged in it. Using all the techniques of modern social science, the authors show that forty years of political consultants and media branding of candidates, issues, and parties have taken their toll, and young people today see politics as being no different than the other products and services that are marketed to them on an hourly basis. Choosing to ignore or engage in politics, then, is no more consequential than deciding whether or not to visit a certain shop, or wear a certain brand of clothing. Rather than treating young people as a monolithic group, the authors look at three groups of youth in turn: Republicans, Democrats, and independents. While all of them see politics largely in terms of consumption, they also differ in terms of what aspects of the political world excite them, and what changes would be necessary to bring them into politics. Special attention is paid to The Daily Show with Jon Stewart, the one political media outlet that all of the groups can agree on. For some, it's the only political brand worth being associated with, and young people are increasingly turning to it as a primary source of news. Using an experimental design, the authors show how and why The Daily Show is better at educating young people about politics than traditional media sources, and argue that it serves as a model for getting

young people interested and involved. The authors also make use of a national survey-based experiment to try and determine the long-term impact of the Bush administration on the political landscape. These same results provide insight into the forces underlying Barack Obama's victory in the 2008 presidential election.

Winning a presidential election is like operating a successful business. The best and most successful businesses are customer driven. The Marketing of the President documents how political candidates are marketed by the same sophisticated techniques that experts use to sell legal and medical services. Newman addresses issues of serious concern to the health of the political process as he examines the roles of positioning, polling, direct mail, 900 numbers, and television in advertising. Using the 1992 presidential election as a case study, this extraordinary volume reveals how the American political process has been transformed - for better or worse - by the use of marketing techniques. The Marketing of the President important reading for marketing professionals and students interested in nonprofit applications of marketing concepts, or for political scientists and policymakers who are concerned about the increasing role of marketing in political campaigns.

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